

*Get a life in*

# TOURISM

Published by



# 2017 Media Pack



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# Get a life in

# TOURISM

## THE ESSENTIAL CAREERS GUIDE FOR THE NEXT GENERATION OF TOURISM LEADERS

Do you want to market your brand to the hospitality managers of the future? Advertise in *Get a Life in Tourism* and promote your product and services to school leavers across Ireland.

The Irish Hotels Federation will publish the careers magazine, *Get a Life in Tourism*, this autumn. An essential guide to a career in tourism and hospitality, *Get a Life* will be circulated to schools and career guidance counsellors across Ireland, providing students with a valuable insight into life in tourism. With an initial print run of 5,000, the magazine will be supported by a fresh new website where students can learn all about working in tourism and studying for a career in this exciting industry. Along with a college section, illustrating educational routes into the industry, the magazine and website will feature interviews with successful young tourism students, employees and managers.

*Get a Life in Tourism* is a helpful guide for anyone considering a career in the hospitality sector and the magazine offers you a vital platform to promote your brand directly to secondary school pupils, their parents and their career guidance counsellors.

To find out more about the publication and to advertise, please call Carol Bergin on 01 497 6459 or email [berginc@ihf.ie](mailto:berginc@ihf.ie).

### Day in the Life of a Busy Resort

Hotels around the world might be busy, but what's it like working in one? We spent a day with the team in Ireland's luxurious Carton House. We spent a day with the team in Ireland's luxurious Carton House. We spent a day with the team in Ireland's luxurious Carton House.

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Get a life in  
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The programme to get you started

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Behind the scenes in tourism

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**MARK MORIARTY**

The Insider's Guide to Working in Tourism

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### as I want to travel!

Figuring out what course to apply for can be tough. **Laura Jackson Ryan** (20) explains Management at IT Tallaght.

If I have, that's why I work in the area. I'm actually not the one who works in the area. I'm actually not the one who works in the area. I'm actually not the one who works in the area.

Not Your Typical... I have a really good time working in the industry. I have a really good time working in the industry. I have a really good time working in the industry.

Would I recommend this course? Absolutely! If you want to work in the industry, you should definitely consider this course. It's a really good course.

**Laura's Top Tip** This management course where you will get training for a year. It's a really good course. It's a really good course.

### 'You can earn while you learn'

If full-time education is not for you, why not study part-time while working in the industry? **Matthew Crowley Holland** (20) explains why the Tourism Management Development Programme (TMDP) at IT Tallaght was the right option for him.

I'm doing well in my college and I'm doing well in my college. I'm doing well in my college and I'm doing well in my college.

The choice of a three-year long and more than 100 credits to complete. It's a really good course. It's a really good course.

One of the things I like about the course is that you can earn while you learn. It's a really good course. It's a really good course.

**Matthew's Top Tip** The TMDP course is a really good course. It's a really good course. It's a really good course.

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## RATES

### Premium Positions

Inside Front Cover: €1,595

Inside Back Cover: €1,595

Outside Back Cover: €1,595

### Run of Page Positions

Double Page Spread: €2,585

Full Page: €1,320

Half Page: €660

All rates are ex-VAT.

VAT is calculated at an additional 23%.

## DEADLINES

### Advertising Booking Deadline:

18 August 2017

### Artwork Deadline:

28 August 2017

### Published:

28 September 2017

## SUBMISSION

To book your advertising space in

*Get a Life in Tourism* please contact

Carol Bergin

t: 01 497 6459

e: berginc@ihf.ie

Please send your artwork to Sarah Grennan

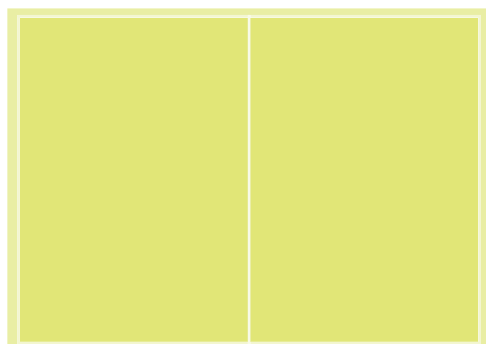
e: sarah@crimsoncommunications.ie

t: 01 549 5106

m: 087 686 1272

## SPECIFICATIONS

Finished artwork is to be supplied as high resolution (300dpi) PDF or EPS files.



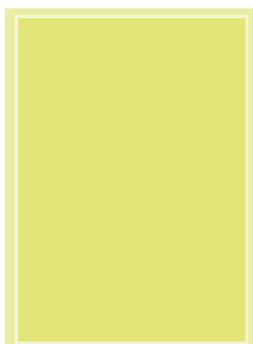
### Double-Page Spread

#### Bleed

276mm x 382mm (H x W)

#### Trim

270mm x 376mm (H x W)



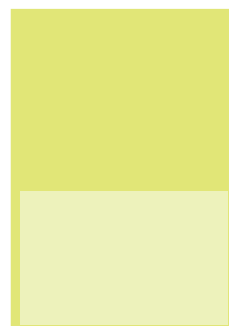
### Full Page

#### Bleed

276mm x 194mm (H x W)

#### Trim

270mm x 188mm (H x W)

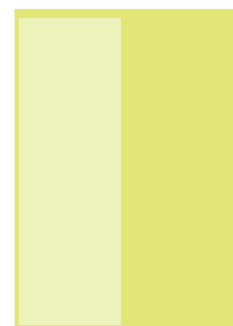


### Half-Page

#### Horizontal

#### Trim

125mm x 174mm (H x W)



### Half-Page

#### Verticle

#### Trim

250mm x 250mm (H x W)

## ADVERTISING TERMS & CONDITIONS

- The Irish Hotels Federation (IHF) reserves the right to decline or reject any advertisement if the content of same is deemed inappropriate.
- The advertiser is solely responsible for supplying suitable copy (including any artwork which may be required to be reproduced appropriate to the printing process) to the IHF and its agents within a reasonable time before the publication date and prior to the copy deadline date.
- Reproduction quality is at the advertiser's risk

- if specifications are not met or if material is received after the copy deadline. The IHF does not accept liability for any damage or loss to artwork or imagery whilst in its custody nor during transit.
- The IHF reserves the right to position the advertisement as they see fit, notwithstanding any preferred position requested by the advertiser.
  - The IHF does not accept liability for delays in publication. It is hereby agreed that delays in

publication will not constitute a breach of this contract.

- Payment for any advertisement is to be made on receipt of invoice that will be issued by the IHF on publication of the magazine.
- Cancellations must be in writing and received prior to the ad copy deadline. If bookings are not cancelled prior to the ad copy deadline, the advertiser/agent agrees that it will be responsible for the cost of such cancelled advertisement.